

Chapter 2

Georgetown Past and Present

“If we human beings learn to see the intricacies that bind one part of the natural system to another and then to us, we will no longer argue about the importance of wilderness protection, or over the question of saving endangered species, or how human communities must base their economic futures - not on short term exploitation - but on long term, sustainable development”

GAYLORD NELSON, Founder of Earth Day



A Past Look at Georgetown

Georgetown is the county seat of Williamson County and is located in Central Texas just 26 miles north of Austin. According to the 2000 U.S. Census, the city has a total area of 24.9 square miles, 22.8 square miles of land and 2.1 square miles of water.

Georgetown was named after George Washington Glasscock who in 1848 donated 173 acres of the land he owned at the fork of the San Gabriel River to start the town. Before the early pioneers settled Georgetown because of the clean water and fertile soil, Tonkawa and Comanche Indians lived on land and archaeologists have dated habitation back 11,700 years.

Georgetown was a farming community in the 19th and early 20th centuries, the main crop being cotton. In 1873 Southwestern University was established and is now one of the top national liberal arts colleges. In 1878 the railroad was built through the town. Both of these developments played a key role in the growth of the town. Also, the Chisholm Trail crossed through Georgetown, leading cattle from Texas to Kansas and Missouri.

In 1921 there was a major flood and Georgetown suffered extensive losses. The city then decided to invest in flood control. Construction of the dam to impound Lake Georgetown started; and the dam officially opened October 5, 1979.

After 1960 the city experienced a significant growth in population, and commercial and industrial developments followed. Once this occurred the city focused on preservation and restoration of the downtown area. Because of this effort, Georgetown has one of the best preserved Victorian and Pre-World War I downtown historic districts, and in 1997 it was the first city in Texas to be named a national Main Street City.

Economic Development of Georgetown

The early settlers of Georgetown arrived here from Tennessee, Kentucky, North Carolina, Arkansas, and Illinois, as well as Sweden, Germany, Austria, Switzerland, and what is now the Czech Republic. It is probable that they migrated here because of the abundance of timber, clean water, fertile soil and inexpensive land. The farmland of Georgetown was mostly comprised of cotton until the 1920s when crop diversification started.

Before 1900, several industries were active in Georgetown. These included limestone quarries; grist, flour and woodworking mills; cotton gins; brick, flue, chair and mattress factories; tin, pewter, blacksmith, saddle, and shoe shops; knitting mill; and bakeries.

From 1891 to 1960, well known builder Charles Sanford Belford operated a lumber yard and constructed several homes and buildings throughout Georgetown. Many of these are still standing today. After 1960, Georgetown experienced a significant growth in population and development. During this time Georgetown added several manufacturing plants, crushed-stone quarries, a new hospital, and Inner Space Cavern. The Texas Crushed Stone limestone quarry operation is one of the largest quarries in the world and it alone produces over 11 million tons of crushed stone in one year.

With the development of Sun City, a significant number of retirees have come to Georgetown. Today Georgetown is trying to attract businesses such as technology centers and health care professionals. The largest companies in Georgetown today are shown in Table 2-1.

**Table 2-1
Major Employers in Georgetown**

Name	# of Employees
Georgetown ISD	1,575
St. David's Georgetown Hospital	600
Southwestern University	450
City of Georgetown	370
Airborn, Inc.	300
Sun City Texas (Del Webb)	260
Wesleyan Homes, Inc.	233
HEB Grocery (2 Stores)	200+
The Home Depot	200+
Wal-Mart Supercenter	200+
Texas Crushed Stone	100+
Hewlett Family of Dealerships	50+
Mac Haik Dealership	50+

Source: The 2006 Rural Capital Area Workforce Board

“Green space needs to keep pace with development.”

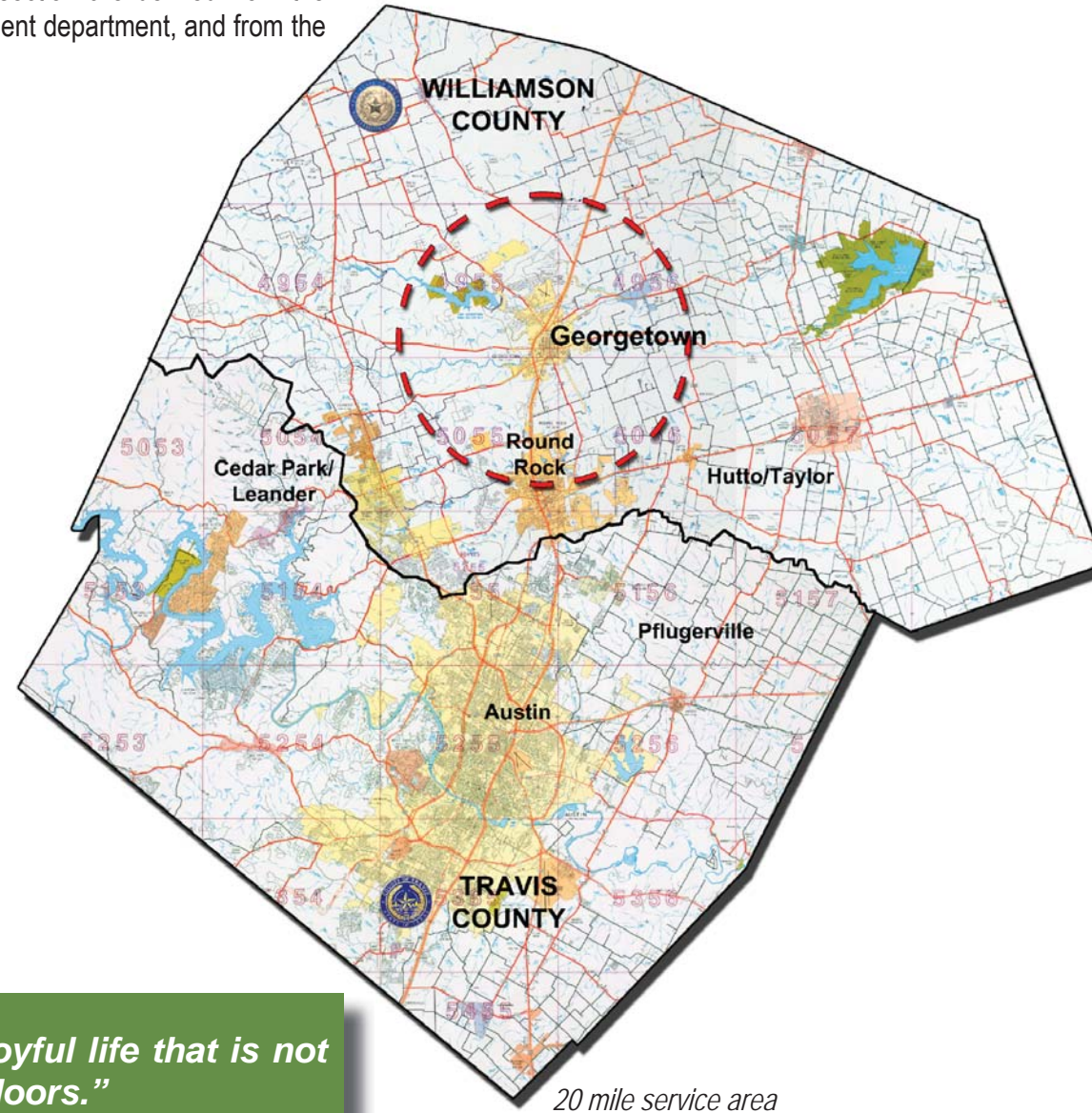
Georgetown Resident, 2008

Historic photos from the Georgetown Public Library website.



Georgetown's Service Area

Understanding the current and future size and characteristics of the population to be served is a key part of the park master planning process. Georgetown's parks, trails and open spaces provide recreation facilities for the citizens of the city and for a number of people living throughout Williamson County. Projections and demographic characteristics contained in this section are derived from the 2000 Census, from the city's planning and development department, and from the Georgetown Economic Development Corporation.



"It's hard to contemplate a truly joyful life that is not connected intimately with the outdoors."

Thomas Kinkade, painter

Georgetown's Population

Similarly to other communities in Central Texas, both Georgetown and Williamson County have experienced rapid growth in the past several decades, as shown in Table 2-2. When compared to Williamson County as a whole, Georgetown has experienced more growth since 1990. This rapid growth will continue throughout the lifetime of this master plan. The ultimate build-out population for Georgetown is projected to exceed 400,000; as shown in Table 2-3. Once Georgetown reaches this population, there will more than three times the number of residents for the city to serve with park and recreation facilities and programs.

Table 2-2
Previous Population Growth of Georgetown and Williamson County

Georgetown			Williamson County		
Year	Population	% of Growth	Year	Population	% of Growth
1970	6,395	-	1970	37,305	-
1980	9,468	48.1%	1980	76,521	105.1%
1990	14,842	56.8%	1990	139,551	82.4%
2000	28,339	90.9%	2000	249,967	79.1%
2008 (Feb 1)	47,466*	67.5%	2007	353,830	41.6%

Source: U.S. Census

*Source for 2008: Georgetown Planning and Development Department

Table 2-3 City of Georgetown
Projected Population Growth

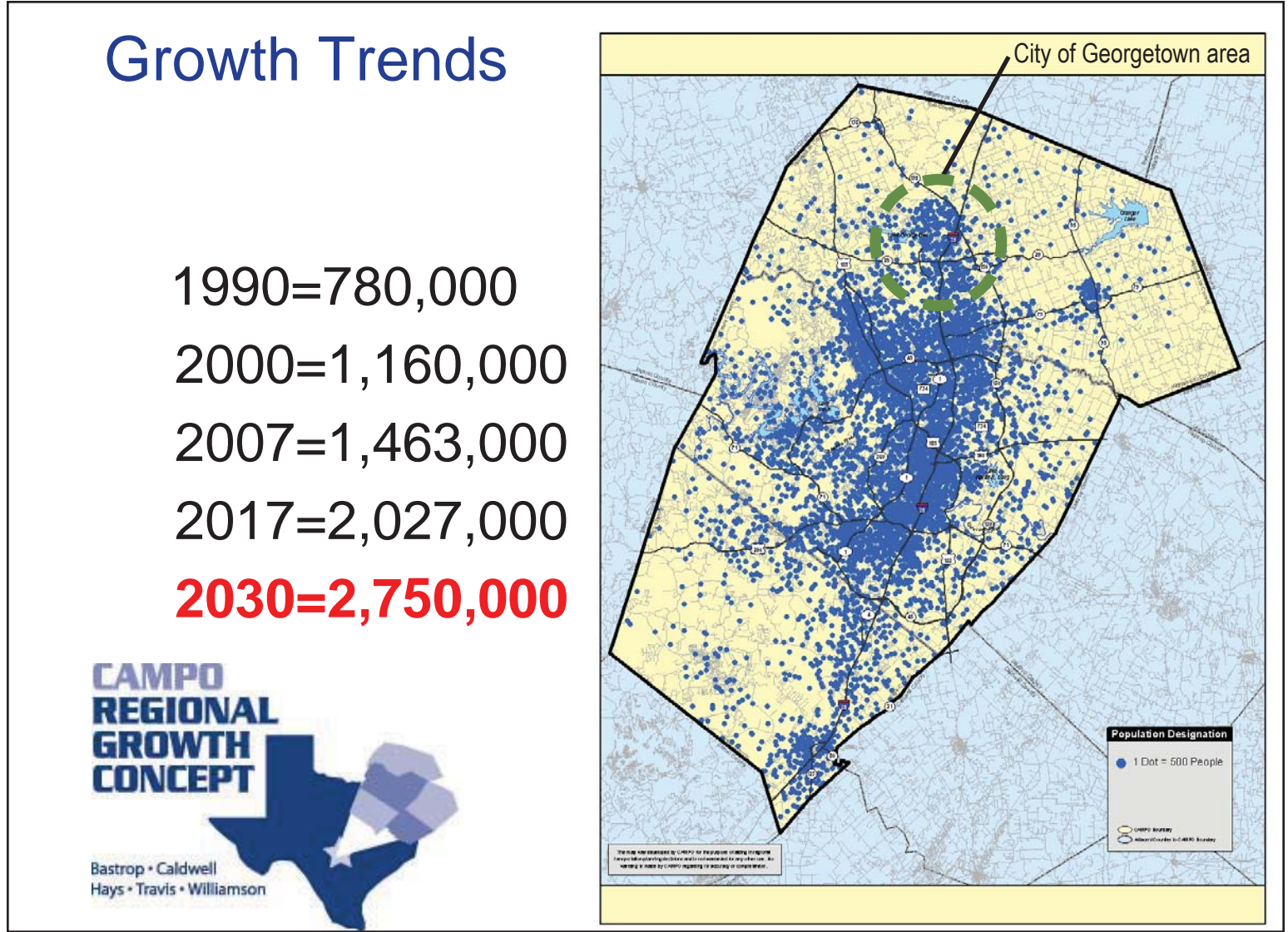
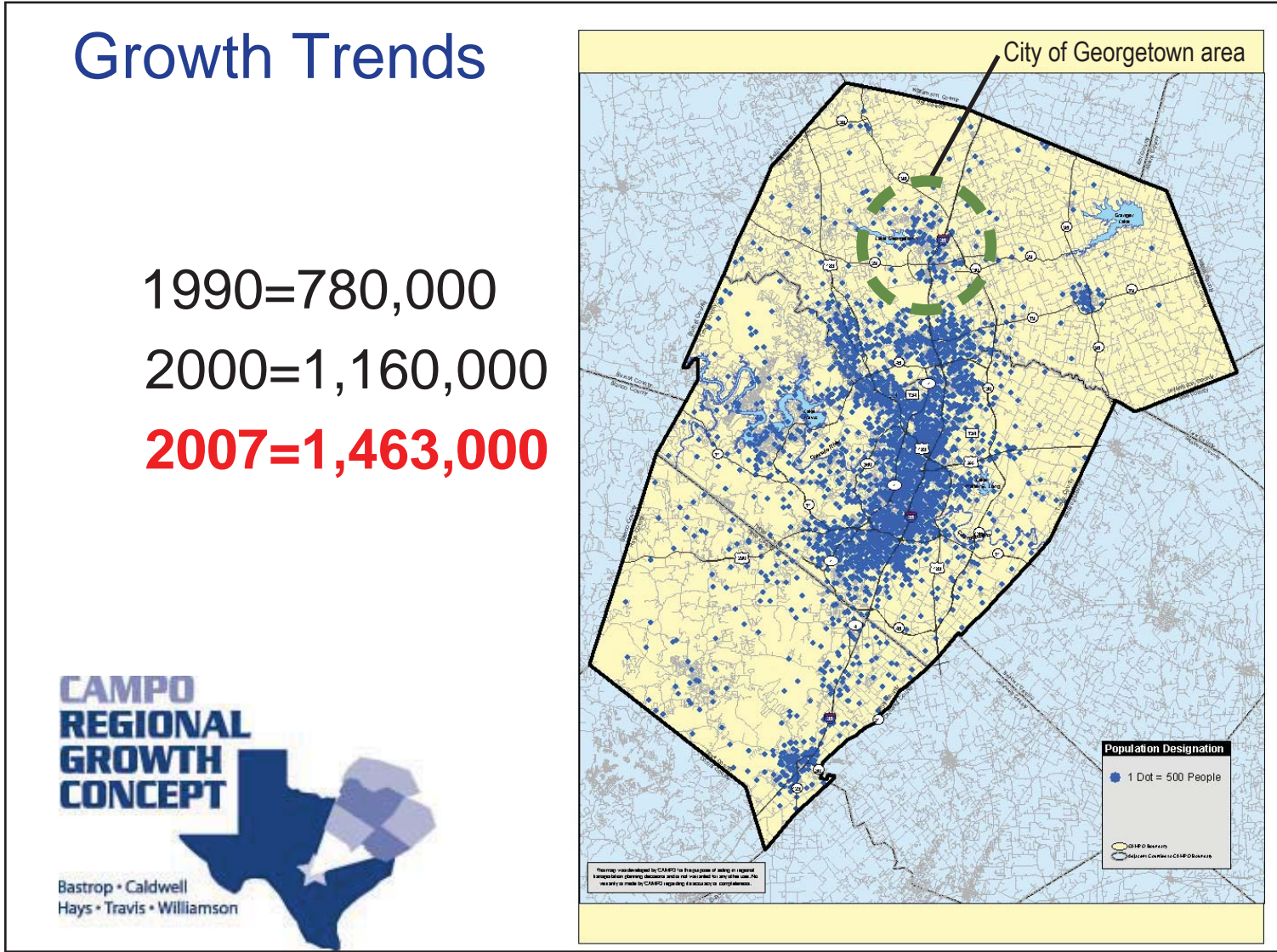
Year	Population	% of Growth
2000	28,339	-
2008	47,466	67.5%
2010	53,412	14.9%
2015	83,840	57.0%
2020	131,602	57.0%
Build - Out	400,000	203.9%

Source: Georgetown Planning and Development Department



CAMPO Growth Trends

Capital Area Metropolitan Planning Organization (CAMPO) is an organization that deals with planning in Williamson, Travis and Hay Counties. The purpose of the organization is coordinate transportation efforts within the counties and the cities that are in those counties. As part of the CAMPO Mobility 2030 Plan, population projections for the area were plotted on a dot map as shown by the images below. There is expected to be a dramatic increase in population from 2007 to 2030 in all of the CAMPO area, including Georgetown.



Demographics of Georgetown

Demographic characteristics include race, age, income level, and educational attainment. All demographic characteristics were received from the Georgetown Economic Development Corporation. A 6 Mile radius is given from the downtown area which includes almost all of the city limits of Georgetown. A 20 Mile radius from downtown is also given which incorporates most of the ETJ limits and other areas surrounding Georgetown.

Race - the racial distribution for Georgetown is shown in Table 2-4.

Age - The age of the residents in Georgetown is shown both within a 6 mile radius of downtown Georgetown and within a 20 mile radius of downtown Georgetown. When looking at the 6 mile radius, the Georgetown population is significantly older than that of the State of Texas, as shown in Table 2-5. 36.8% of Georgetown residents are over the age of 50 and the majority of this age group is concentrated in the Sun City subdivision. The state as a whole has 25.7% of the population over the age of 50. Georgetown only has 26.3% of the population from ages 0 to 19; Texas has 29.95% of the population in this age group. Similarly only 36.9% is between the ages of 20 and 49, compared to Texas with 44.39% of the total population within this age group. Recreation facilities and programs should accommodate these population trends.

Household Income Level and Education Attainment - The residents of Georgetown have a high household income level. Over 53% of the residents have a household income of more than \$50,000 and over 24% have a household income of more than \$100,000 as shown in Table 2-6. The median household income for Georgetown in 2005 was \$55,700 where as for Texas as a whole it was only \$42,139. This could possibly be related to age of Georgetown's residents being older. Most of the work force in Georgetown is at the age of the upper management level where the income is usually highest. Also, over 53% of the population has some college education with over 35% having a degree as shown in Table 2-7 compared to only 28% of Texas as a whole. This amount of education contributes to the high household income levels.

Table 2-4 2005 Distribution by Race in Georgetown		
Race	6 Mile - %	20 Mile - %
White	74.9%	70.6%
Black or African American	4.2%	7.1%
Asian	1.8%	6.1%
American Indian	0.2%	0.3%
Pacific Islander	0.0%	0.1%
Other	14.5%	11.8%
Multirace	4.4%	4.1%
Hispanic (of any race)	19.2%	20.7%

Source: Georgetown Economic Development Corporation

Table 2-5 2005 Age Distribution			
Age	Georgetown 6 Mile - %	Georgetown 20 Mile - %	Texas Overall - Percent
0 - 4	5.6%	8.2%	7.99%
5 - 9	6.2%	7.8%	7.16%
10 - 19	14.5%	14.0%	14.8%
20 - 29	11.6%	14.5%	15.2%
30 - 39	11.4%	18.3%	14.79%
40 - 49	13.9%	16.3%	14.4%
50 - 59	13.0%	11.0%	11.71%
60 - 64	6.5%	3.2%	4.07%
65 +	17.3%	6.7%	9.87%

Source: for Georgetown, Georgetown Economic Development Corporation; for Texas, Texas State Data Center

Table 2-6 2005 Household Income Distribution		
Income	6 Mile - %	20 Mile - %
Less than \$10,000	5.3%	3.3%
\$10,000 - \$19,999	6.2%	4.8%
\$20,000 - \$29,999	7.6%	6.9%
\$30,000 - \$39,999	8.2%	9.0%
\$40,000 - \$49,999	10.3%	10.0%
\$50,000 - \$59,999	8.8%	9.2%
\$60,000 - \$74,999	12.3%	13.4%
\$75,000 - \$99,999	16.9%	17.8%
\$100,000 +	24.5%	25.5%

Source: Georgetown Economic Development Corporation

Table 2-7 2005 Education Attainment		
Education	6 Mile - %	20 Mile - %
Less than High School	22.4%	18.7%
High School	24.6%	25.1%
Some College	18.0%	20.2%
Associates Degree	5.9%	6.9%
Bachelors Degree	18.7%	19.7%
Graduate Degree	10.5%	9.4%

Source: Georgetown Economic Development Corporation

“What a country chooses to save is what a country chooses to say about itself.”

Mollie Beattie, Director U.S. Fish and Wildlife Service, 1993-1996



ESRI Entertainment and Recreation Expenditures

Environmental Systems Research Institute (ESRI) is the leading GIS software and geodatabase system which also offers demographic market research. One of the market research reports offered by ESRI is the Retail Goods and Services Expenditures. This report analyzes what a given segment of the population spends their money on in terms of different goods and service. Goods and services in the report range from apparel, entertainment and recreation, food, home furnishings, insurance, and transportation. The entertainment and recreation items that the average household in Georgetown purchased as well as the total amount spent on these items by all of Georgetown residents is discussed in more detail below in Table 2 - 8.

Table 2 - 8 2007 Entertainment and Recreation Expenditures for Georgetown		
Entertainment or Recreation Activity	Average Amount Spent per Household	Total Amount Spent by Georgetown Pop.
Community antenna or cable television	\$811.16	\$12,240,369
Recreational vehicles and fees (includes camp fees, boat docking fees, and purchase of boats and RVs)	\$629.50	\$9,499,144
Pets	\$539.97	\$8,148,196
Reading (includes newspapers and magazines)	\$263.41	\$3,974,878
Sports / recreation / exercise equipment (includes game tables, bicycles, camping/hunting/fishing equipment, and water and winter sports equipment)	\$257.46	\$3,885,105
Toys and games	\$212.69	\$3,209,477
Membership fees for clubs (includes social, recreational, and civic clubs)	\$204.58	\$3,087,085
Sound equipment (includes CDs, radios, and musical instruments)	\$185.67	\$2,801,744
Admission to movie / theater / opera / ballet	\$182.24	\$2,750,005
Color televisions	\$172.61	\$2,604,712
Photo equipment and supplies	\$166.49	\$2,512,341
Fees for recreational lessons	\$155.12	\$2,340,732
Fees for participant sports excluding trips	\$148.82	\$2,245,625
Admission to sporting events excluding trips	\$73.37	\$1,107,170
Video cassettes and DVDs	\$71.62	\$1,080,810
Rental of video cassettes and DVDs	\$71.22	\$1,074,777
VCRs, video cameras, and DVD players	\$45.98	\$693,875
Video game hardware and software	\$38.46	\$580,341
Rental and repair of TV / sound equipment	\$6.86	\$103,489
Satellite dishes	\$1.86	\$27,992

ESRI Community Tapestry

The ESRI data system has developed 65 different marketing segments of the population which is called the community tapestry. In a community tapestry, portions of a population are categorized based on different demographic factors such as age, size of family, household income, education level, etc. From this, ESRI is able to make generalizations about each tapestry in terms of the type of recreation they enjoy, the type of car they would likely purchase, the type of vacations they would like to take, and what they enjoy doing in their leisure time. There are three prominent tapestries that occur within the City of Georgetown's population. These are "Silver and Gold" which is 33.0% of the population, "Up and Coming Families" which is 21.8% of the population, and "Aspiring Young Families" which is 10.9% of the population. ESRI's description of each of these tapestry segments is discussed below.

"Silver and Gold residents are the second oldest of the Community Tapestry segments and the wealthiest seniors, with a median age of 59.7 years; most are retired from professional occupations. Their affluence has allowed them to move to sunnier climates. Neighborhoods are exclusive, with a median home value of \$369,808 and a high proportion of seasonal housing. Residents enjoy traveling, woodworking, playing cards, bird-watching, target shooting, saltwater fishing, and power boating. Golf is more a way of life than a mere leisure pursuit; they play golf, attend tournaments, watch golf on TV, and listen to golf programs on the radio. They are avid readers but also find the time to watch their favorite TV shows and a multitude of news programs."

"Up and Coming Families represents the second highest household growth market and, with a median age of 31.9 years, is the youngest of Community Tapestry's affluent family markets. The profile for these neighborhoods is young, affluent families with young children. Neighborhoods are located in suburban outskirts of mid-sized metropolitan areas. The homes are newer, with a median value of \$213,306. Because family and home priorities dictate their consumer purchases, they frequently shop for baby and children's products and household furniture. Leisure activities include playing softball, going to the zoo, and visiting theme parks (generally SeaWorld or Disney World). Residents enjoy watching science fiction, comedy, and family-type movies on DVD."

"Aspiring Young Families neighborhoods are mainly composed of young, married-couple families or single parents with children, the median age for this segment is 30.6 years. Nearly half of the households are owner-occupied, single-family dwellings or townhomes, and over half are occupied by renters, many living in newer, multiunit buildings. Residents spend much of their discretionary income on baby and children's products and toys as well as home furnishings. Recent electronic purchases include cameras and video game systems. Leisure activities include dining out, dancing, going to the movies, attending professional football games, fishing, weight lifting, and playing basketball. Typically, vacations would include visits to theme parks. Internet usage mainly involves chat room visits."



Other Quality of Life Factors

Parks and recreation opportunities throughout a city are generally thought of as factors that improve the quality of life for the residents in that community. Other factors that help to improve the quality of life for citizens is the amount of taxes they pay to the city. In Georgetown, the overall taxes, utilities and property taxes are among the lowest in the Central Texas region. In Table 2-10, the combined monthly tax rates are compared for Austin, Cedar Park, Georgetown, Leander, Pflugerville, and Round Rock. Over the past five years, Georgetown has continually been the lowest in the area.

Table 2-9 2006 City Property Tax Rate	
City	Tax Rate
Killeen	0.695
Belton	0.675
Pflugerville	0.635
Temple	0.575
Leander	0.548
Cedar Park	0.518
Austin	0.440
San Marcos	0.470
Round Rock	0.371
Georgetown	0.346

Source: 2006 Texas Municipal League Tax and Debt Survey

Table 2-10 Combined Monthly Rates of Utilities and Total Taxes						
Year	Pflugerville	Leander	Round Rock	Cedar Park	Austin	Georgetown
2006	\$679	\$652	\$640	\$601	\$581	\$567
2005	\$646	\$632	\$573	\$589	\$565	\$551
2004	\$630	\$616	\$573	\$591	\$565	\$555
2003	\$552	\$585	\$531	\$556	\$530	\$518
2002	\$513	\$570	\$508	\$543	\$518	\$502

The combined monthly rates include utilities and total taxes based on the average home value of \$179,064

Source: Georgetown Finance and Administration Department

Schools in Georgetown

The Georgetown Independent School District is the primary provider of education to the children in Georgetown. A list of their campuses and the number of students is shown in Table 2-11 to the right. There are a total of 15 campuses: 9 elementary schools, 3 middle schools, 1 ninth grade center and 2 high schools.

There are also four private schools in Georgetown. The Covenant Christian Academy for grades Pre-K through 12, Grace Academy Christian School grades Kindergarten through 8th, St. Helen Catholic School for grades Kindergarten through 4th, and Zion Lutheran School grades Pre-K through 8th.

Georgetown is also home of the private four-year university, Southwestern University. Located off Hwy 29 near downtown, this college has an annual enrollment of about 1,300 students.

Table 2-11 Georgetown ISD Enrollment for 2007-2008			
School Name	# of Students	Sector	Applicable Recreation Facilities
Carver Elementary	460	SE	1 Basketball Court, 4 Four-Square Courts, Playscape, Swings, Open Space, Soccer Practice Field
Cooper Elementary	601	NE	2 Playscapes, Swings
Frost Elementary	500	NW	1 Playscape, Swings
Ford Elementary	604	SW	2 Playscapes, Soccer Practice Field, Swings
McCoy Elementary	504	NW	Swings, Track, 2 Basketball Courts, Open Space, Soccer Practice Field
Pickett Elementary	414	SW	1 Playscape, Swings
Purl Elementary	765	SE	Trail, Swings, 1 Playscape, GSA Soccer Complex
Village Elementary	437	NW	Track, Swings, Monkey Bars, 3 Four-Square Courts, Soccer Practice Field
Williams Elementary	542	NE	Track, Swings, Monkey Bars, 6 Four-Square Courts
Benold Middle School	712	NW	8 Tennis Courts, Football Field, Track
Forbes Middle School	663	NE	Track, Football Field, 6 Tennis Courts
Tippit Middle School	808	SW	Track, Football Field, 8 Tennis Courts
Ninth Grade Campus	762	NE	Soccer Field
Georgetown High School	2,056	NE	Baseball Field, Softball Field, Track, 10 Tennis Courts
Richarte High School	70	NE	N/A

Source: Georgetown Independent School District



Key National Recreation Trends

The rate of change in the world and United States is accelerating, and many of these trends are having a direct impact on recreation. These trends include:

- Instead of having more leisure time, the world’s increasingly competitive marketplace is forcing us to work harder to keep up. As a result, we have less leisure time, and fewer opportunities to enjoy recreational activities. We therefore tend to seek structured activities with a specific goal, rather than simple unstructured activities such as going for a spontaneous walk.
- We have many more leisure time choices. Greatly increased at-home leisure opportunities are available today, such as hundreds of channels of television, sophisticated computer games and the internet.
- Safety is a great concern to parents. Many parents do not allow their children to go to area parks unattended. In many places the use of neighborhood parks has gone down.
- We live in an era of instant gratification. We expect to have high quality recreation, and to be given activities that we will like. We have many other leisure time activities and outlets, and can pick and choose what we want to do. Cities must be willing to provide a much broader menu of recreation activities, but must draw the line if those activities become too costly.
- Through the media and the internet, we are exposed to the best from around the world. Because of this, we expect our facilities and activities to be of the highest quality possible.
- New revenue sources for public funding are difficult to come by. The federal surpluses briefly experienced at the turn of the century are now a thing of the past, and deficit spending is probable for the next decade. As a result, little help can be expected from the federal government, and even popular grant programs such as enhancement funds for trails and beautification may not always be available.

Baby Boomer Trends

It is projected that there are 77 million Americans born between the years of 1946 and 1964. The Baby Boomer generation comprises one-third of the total U.S. population. With such a significant portion of the population entering into the retirement age, they are redefining what it means to grow old. Many Baby Boomers are opting not to retire at a traditional retirement age. Because of their dedication to hard work and youthfulness, this population is expected to stay in the work force because they take pleasure in being challenged and engaged. According to Packaged Facts, a demographic marketing research firm, trends that are beginning to take off because of the Baby Boomers include:

- Prevention-centered healthcare to keep aging bodies disease free.
- Anti-aging products and services that will keep mature adults looking as young as they view themselves to be.
- Media and internet technology to facilitate family and social ties, recreation and lifelong learning.
- Innovation in housing that allows homeowners to age in place.
- Increasing entrepreneurial activity among those who have retired, along with flexible work schedules that allow for equal work and leisure time.
- Growing diversity in travel and leisure options, especially with regard to volunteer and eco-friendly opportunities.

High School Sports Trends

The National Federation of State High School Associations reported in September 2008 that participation in high school sports had increased for the nineteenth year in a row. In fact, the 2007-2008 school year had the highest level of sports participation ever recorded with 58% of students enrolled in high school participating in sports. The State of Texas had the highest number of sports participants, followed by California, New York, Ohio, Illinois, Michigan, Pennsylvania, New Jersey, Minnesota, and Florida as the top 10 states with regards to participation.

The most popular sports for high school girls are (in order of most participants):

- Basketball
- Track and field
- Volleyball
- Fast pitch softball
- Soccer
- Cross country
- Tennis
- Swimming and diving
- Competitive Spirit Squad
- Golf

The most popular sports for high school boys are (in order of most participants):

- Football
- Basketball
- Track and field
- Baseball
- Soccer
- Wrestling
- Cross country
- Golf
- Tennis
- Swimming and diving

“A big factor which is affecting levels of sports participation is the ongoing attraction of electronic options which are sedentary in nature such as laptop computers, iPods, Internet chat rooms, hand-held games, computer games, and cell phones. While these items are dynamic innovations, they do consume large amounts of our life and, as a result, cut into the time that could have been set aside for recreational or athletic pursuits. People who want to get in shape need to make exercise a daily priority - just as the ancient Greeks emphasized the importance of a sound mind and a sound body.”

Tom Cove, President of Sporting Goods Manufacturers Association, 2008



Fitness Trends

Americans want to get in shape. Programs such as strength training, conditioning, and aerobics are gaining in popularity. The Sporting Goods Manufacturers Association performs annual surveys and marketing studies to analyze what activities and sports Americans are participating in and whether or not interest has increased in those activities. In 2007 the most popular sports and fitness activities ranked by highest number of participants were:

- Walking for fitness
- Treadmill walking
- Stretching
- Hand weights
- Weigh resistance machines
- Running / jogging
- Freshwater fishing
- Dumbbells
- Bicycling on paved surfaces
- Billiards / pool
- Basketball
- Barbells
- Home gym exercise
- Bowling
- Low impact aerobics

The top 10 sports and fitness activities that had the highest growth rate since 2000 were:

- | | |
|-----------------------------|---------------|
| ● Pilates training | 490.9% growth |
| ● Elliptical motion trainer | 220.0% growth |
| ● Yoga / Tai Chi | 125.2% growth |
| ● Lacrosse | 104.2% growth |
| ● Paintball | 51.5% growth |
| ● Stretching | 47.0% growth |
| ● Treadmill | 34.3% growth |
| ● Spinning | 34.1% growth |
| ● Running / jogging | 30.8% growth |
| ● Tennis | 30.6% growth |

Extreme Sports Trends

The Sporting Goods Manufacturers Association also analyzed the growth in extreme sports. Most extreme sports have been growing steadily in participation since 2000. The most popular extreme sports in terms of participation in 2007 were:

- Inline skating - nearly 45% of all inline skaters participate 13 days or more a year.
- Skateboarding - more than 3.8 million skateboarders participate 25+ days a year.
- Mountain biking - overall participation has grown a mere 2% in the last month.
- Snowboarding - this is the second most popular winter sport behind Alpine skiing.
- Paintball - overall participation has grown by more than 50% since 2000.
- Cardio kickboxing - more than 60% of participants are casual - less than 50 days per year.
- Climbing (indoor, sport, boulder) - popular on cruise ships, at spas, and in many homes.
- Trail running - total participation has been steady since 2000.
- Ultimate Frisbee - it is more popular than lacrosse, wrestling, beach volleyball, fast-pitch softball, rugby, field hockey, ice hockey and roller hockey.
- Wakeboarding - participation is affected by rising fuel costs.
- Mountain / rock climbing - overall participation grew by 30% from 2006 to 2007.
- BMX bicycling - more than 60% of these participants engage in the sport 13+ days per year.
- Roller hockey - one of its biggest challenges is getting access to proper venues.
- Boardsailing / windsurfing - it is dependent upon weather as this sport needs wind and water in order to participate.

Sports Equipment Sales Trends

With an increased desire to get into shape, people are spending more money than ever on the equipment for sports and activities. The Sporting Goods Manufacturers Association reported in 2007 that the sports industry is a nearly \$70 billion business. This includes all the apparel, footwear, and equipment people buy for their desired sports activity. The three activities in 2007 that had the largest statistical gain in spending were martial arts with a 12.1% increase, tennis with a 6.5% increase, and boxing with a 5.0% increase in the necessary equipment. The activities that are expected to have high levels of sales growth in 2008 are:

- Yoga / Pilates
- Fitness walking
- Lacrosse
- Running
- Strength training

The Sporting Goods Manufacturers Association identified issues that affected industry sales included:

- The popularity of mixed martial arts was confirmed when CBS featured it as prime-time programming.
- Only one-third of all sports apparel and athletic footwear are purchased with the intent that it will be used for active sports.
- More than 80% of respondents to SGMA's annual State of the Industry survey said they used factories in China.
- Older Americans are buying and using fitness equipment.
- From 1990 to 2007, number of boys on high school varsity teams rose 27% while the number of girls on high school varsity teams rose 60%.
- Despite a 1% drop in sales, retail sales of sports licensed products with Alma Maters remained very strong at \$13.7 billion, according to estimates by The Licensing Letter.
- The women's market is biggest in sports apparel with 42% of all spending being for women's items.
- Nearly one-third of all spending on athletic footwear is by those ages 13-24, who also pay the highest average retail price for athletic footwear.
- Free weights are the most common form of fitness equipment in the home, while people spend more on treadmills.
- There are 44.1 million Americans who are members of health clubs, which is 21% more than there were in 2000.

